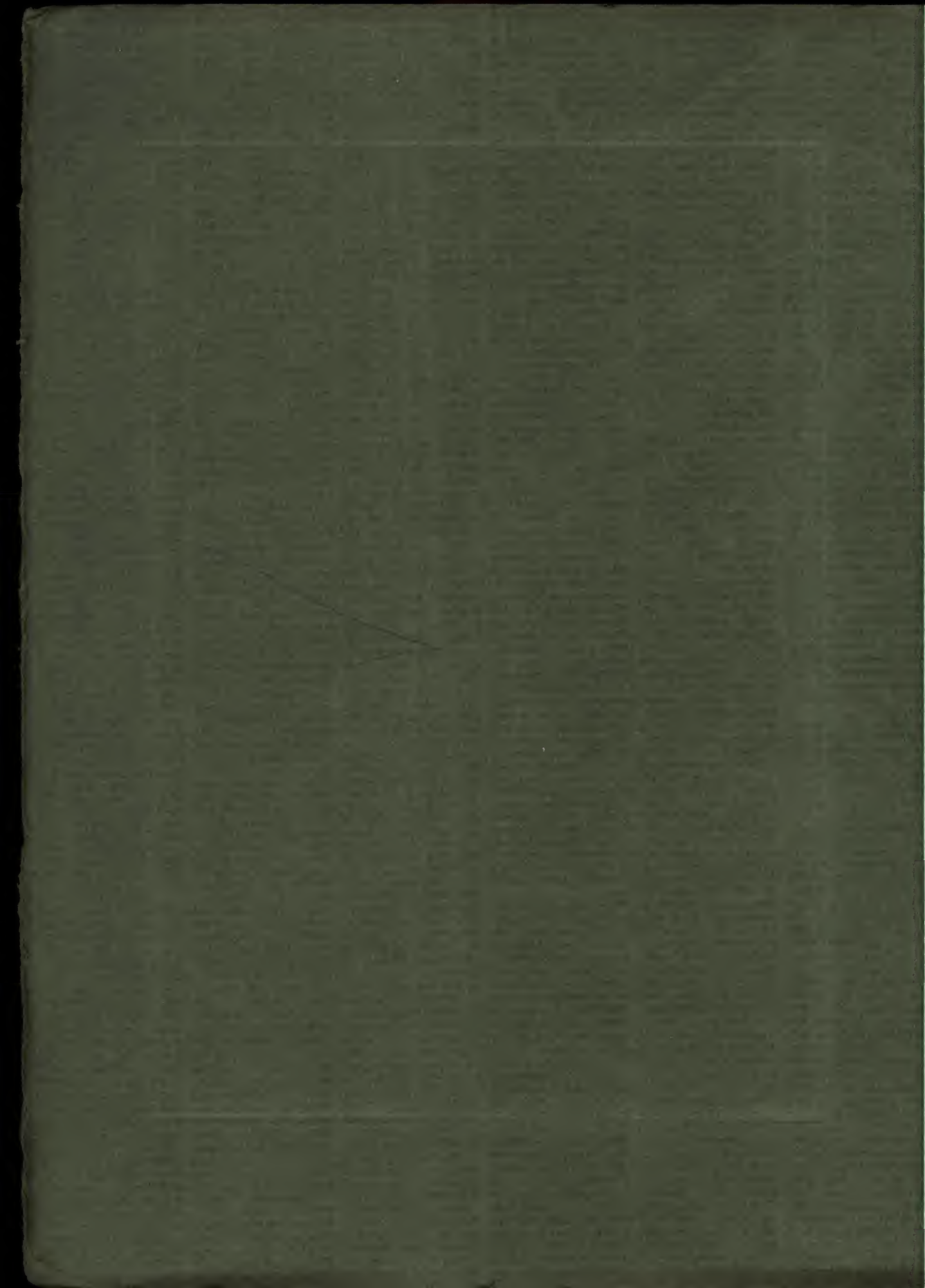




MAKING THE WINDOWS
BEAUTIFY YOUR HOME





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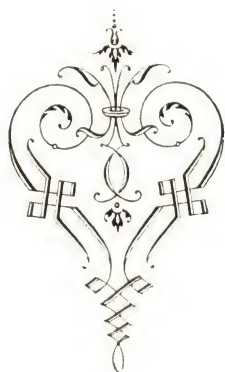
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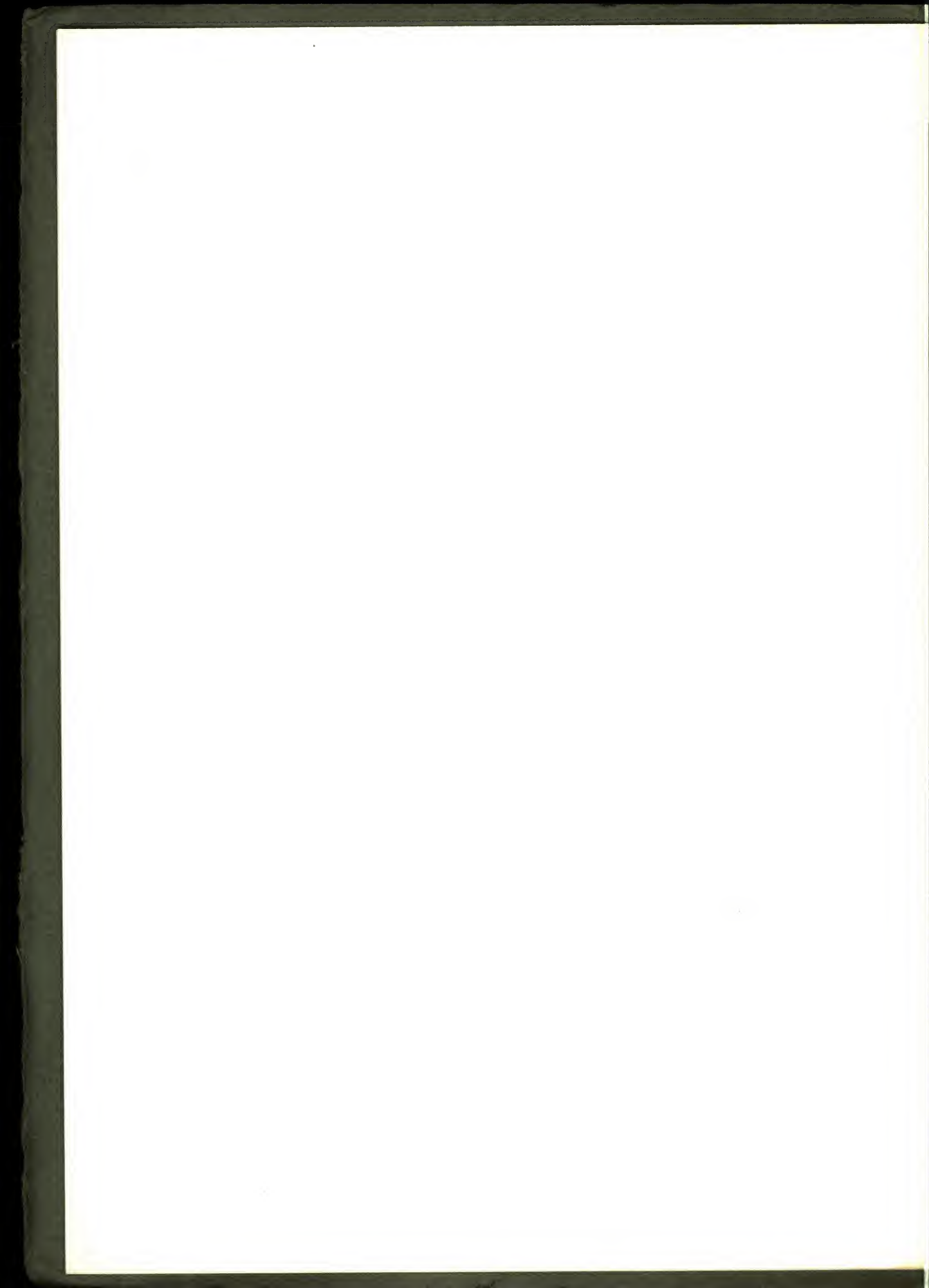


MAKING THE WINDOWS
BEAUTIFY YOUR HOME



Published by
The CHAS. W. BRENEMAN CO.
2045 READING ROAD
CINCINNATI, OHIO





BEAUTY BEGINS WHERE THE LIGHT COMES IN!



The windows—how important a part they play in making a room really beautiful! For it is here, at the windows, that the light comes into the room. And it is here, to the windows, that your eye is first attracted when you enter.

The windows, therefore, really set the motif for the whole room—the dominant note with which the other things must harmonize. They must be beautiful or else the effect of the room itself will be spoiled.

Knowing this, many decorators start their interior schemes right at the windows, planning the rest of the room in harmony. But even when the walls and furnishings must remain as they are, beautiful effects may be secured through a change in the windows alone.

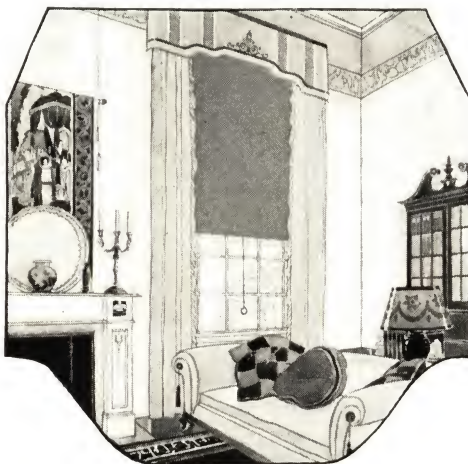
That, perhaps, is your problem now—how to make your rooms more attractive without the cost of complete re-furnishing. Then indeed you are right in giving first consideration to your windows.

Nowhere else can you make such a complete transformation for so little money. With a few well chosen curtains that you can make yourself; with neat window shades of the finest quality costing but a few dollars, you may right now bring a wholly new charm into your home.

Care with the planning is the important thing. Carelessness with the pocketbook can never take its place. And so this booklet has been prepared to help you plan wisely.

All the major factors that have a bearing on the treatment you should give your windows are discussed in this booklet. The size and shape of your windows; the character of the light they get; the color of your walls, rugs and furnishings—these and many other things which must be considered, and which often present the most puzzling questions in window treatments, are covered here.

Thus, with a little ingenuity and the aid, perhaps, of some of the hints on the following pages you can surely make your windows more attractive. You can make your whole home more beautiful for—beauty begins where the light comes in!



HARMONIZING THE WINDOWS with THE REST OF THE HOME

When we consider the decoration of windows we should never forget the importance of harmony. For harmony in decoration, just as in music, brings an effect that is pleasing, restful, charming. And that, after all, is what we want a home to be—a place of warmth and cheer, a pleasant place in which to live and entertain our friends.



And so, in choosing curtains and shades, we must be careful not to bring into our scheme anything that does not enter in perfectly with the rest of the home—anything that is discordant, inharmonious. How, then, shall we accomplish this effect of harmony? Of course there are thousands of different kinds of homes. Each has its own problems, not all of which can be definitely solved in a little book like this. But the principles of tasteful decoration can be set up as guides.

A home, first of all, really has a “personality”. Your own home, for instance—is it large or small, plain or elaborate, formal or informal? How are your walls papered, your rooms furnished? These are the things to keep in mind in decorating your windows.

If your house is somewhat elaborate, decorate your windows to match. Decorations of bold design—oddly patterned chintzes, hand blocked fabrics or stencilings at the windows, for example, go well with painted furniture, black carpets and striking colors in the rest of the room.

If your house is of a more simple type, use less striking window decoration. Very often just plain white shades and Swiss curtains make delightful windows. Be sure, of course, to have a predominating color in each room, and use other colors merely to get pleasing contrast or emphasis.

In some rooms, where the wall paper is strongly patterned, you will enjoy having plain curtains—they create a sort of restful atmosphere. If your walls are one-toned, you will find warmth and life in gaily patterned curtains. As a general rule, you will find large, bold patterns best in rooms where the ceilings are high and smaller patterns more pleasing in small, low rooms.

DRAPERIES Can Even Change THE SHAPE OF WINDOWS

In planning new effects to beautify your windows, do not overlook the opportunity of changing the very shape of the windows themselves. Pleasing lines are quite as important as pleasing colors.

If your windows are too high you can make them look lower by hanging a valance or ruffle of heavier, opaque material down over the glass.

Or if by chance you have a narrow window cut in a broad wall space, hang very narrow side curtains over the wall rather than over the glass itself. Your window will seem much wider than it really is.

A window that is too wide and too low should have curtains that hang even with the sides of the casing, with the top of the valance well above the window frame. The valance need not hang over the glass at all. In this way the window will appear to gain height and lose width.



How to control the light for greater beauty and comfort

Another important factor in window decoration is, of course, the light. By a careful selection of shades and draperies you can so control the light in each room that beauty and comfort are both enhanced.

When glaring sunlight pours through a window the eye must adjust itself to that brilliance, so the corners of the room seem dark and the furniture, however carefully placed, seems out of balance. Heavy draperies or double curtains may help, but most effective at such windows are shades that soften the sunlight to a golden glow.

Where the light is poor because of too few windows or a northern exposure, it is wise to use light transparent draperies, light colored shades and, if possible, hangings of some brightly colored light material.

For large high windows you will find two sets of curtains especially suitable. Where the windows are small it is usually best to omit the glass curtains. Or such windows may have sash curtains with just the shade to cover the upper sash. For some small paned windows, in windows over the window seats, or on glass doors, shades alone often are sufficient.

CHOOSE YOUR WINDOW SHADES WITH GREAT CARE



In all windows except the very elaborate ones the shades are a most noticeable feature. It is important, then, in considering window decoration, to give them due thought—to select shades that will play their part in making the windows beautiful and keeping them so.

The color of the shade, its smoothness, its freedom from cracks and pinholes, the degree with which the light comes through—these very things can make the difference between an attractive window and one that is ugly and shabby. For even with lovely curtains, windows with poor shades cannot be satisfactory.

Some people try to economize on their shades; they buy on price. And they find all too soon that their cheap shades have not only lost their freshness but that the charm of their windows, even of their rooms, has gone.

To save a trifling sum they find they have lost much of their total expenditure.

Economy in window shades is possible; it comes in buying beautiful and *durable* shades.

Very likely you have certain windows in which you have no curtains. In these the slightest imperfection in your shades will show. The frayed edges of ordinary shades will be noticed by anyone entering your rooms, as well as by people passing the windows.

In other rooms you may have windows draped at the sides, with nothing at the top, and with no curtains for the glass. On these windows, of course, the shade is really the main decoration; it must be perfect, and stay that way.

Even under draperies, shades must be well chosen, for the faded, pinholed shade destroys the entire beauty of lovely hangings, while a smooth, even toned shade, as you know, greatly enhances their charm.

Choose window shades carefully. Fine shades, though they may cost a little more in the beginning, not only give a better effect but they keep that effect. They make the newly gained beauty lasting.





Lovely tints make pleasing harmony

In the choice of window shades no less than in the choice of draperies one should pay attention to color harmony. But in the case of the shades, the choice is much more simple. When the color scheme of a room is definitely established it is quite easy to find the shade that is in harmony with it.

A shade, you know, should never be in strong contrast to the walls or furnishings. It should harmonize with these in color, and should be rather a neutral feature in the whole of the room.

On the outside of the house the shade should harmonize with the color of the house itself. It is probably most pleasing when a little lighter in tone. But often the correct color for the outside does not fit in well with the colors demanded inside. Then you will want to use a Brenlin Duplex Shade or two separate shades.

Because of the importance of window shade color in making the home beautiful, Brenlin Shades are made in a wide variety of tints so that you can find harmonizing tones for whatever color schemes you are using.

A FEW DELIGHTFUL COLOR SCHEMES



Suggestive of the harmony of color possible with various tints of window shades, let us illustrate with a few of the most popular Brenlin colors.

With hangings of grey carrying designs in rose or old blue you will like Stone Grey Brenlin Shades. Along with casement curtains of pearl white net or scrim these make a very pleasing color scheme.

Light Ivory Brenlin Shades are just the thing to brighten up a north room—with curtains of white and small designs, or of plain "sunshine" yellow or ivory splashed with yellow poppies.

A lovely tint that will harmonize especially well with curtains of gold, brown or yellow green is found in Dark Ivory Brenlin Shades. You will like it, too, with greys carrying a lavender design.

French Grey Brenlin Shades, with hangings of orange, yellow or mulberry, afford delightful effects.

One of the best liked among the darker Brenlin colors is Van Dyke Brown. It is strikingly beautiful with overcurtains of warm rich brown and ecru casement curtains.

If your curtains are of violet or old rose you will be delighted with the color scheme Drab Brenlin Shades afford. Drab is among the most frequently chosen of the lighter tints.

Linnette, one of the latest Brenlin colors, makes a wonderfully effective living room color scheme with blue or wine colored hangings.

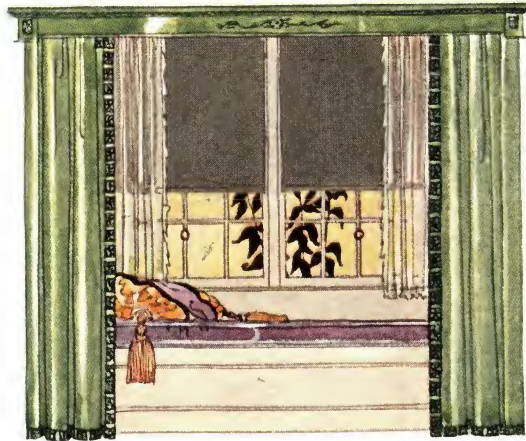
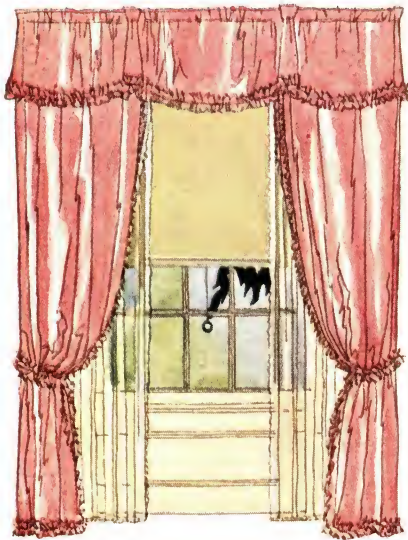


Brenlin Duplex—the "two-in-one" shade

Many people dislike having two shades on a window. And yet, very often, a shade will not harmonize both with the outside of the house and the interior furnishings. Brenlin Duplex Window Shades overcome this difficulty. They are made with one color on one side and a different color on the other.

You can get any combination of colors you want in Brenlin Duplex. In this way you may have perfect color harmony throughout, and still not be bothered with two sets of shades.

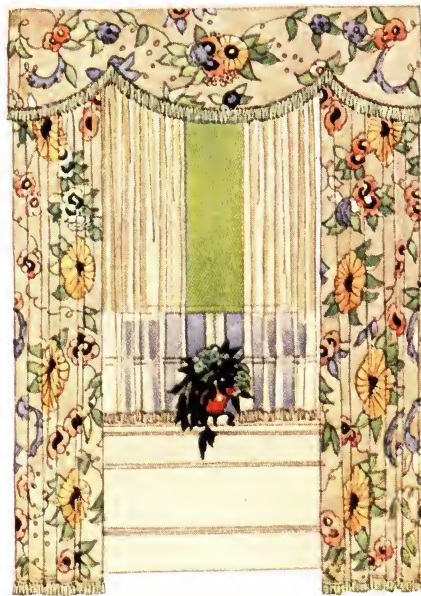
TWELVE CHARMING WINDOW EFFECTS—*and how you may duplicate them*

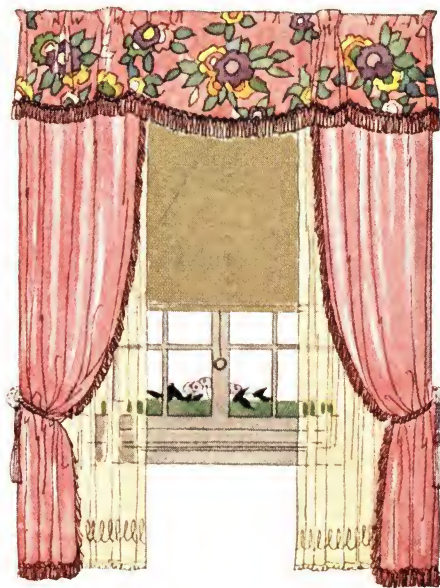


The charming bedroom window shown above has a valance of rose coloring—either taffeta or glazed chintz—and side curtains of the same material with ruffled edging and ruffled tie-backs. The glass curtains are net. With a French Grey shade this will give you a perfect color scheme

If you have a double window to drape, a valance of wood covered with velvet will afford a novel effect. And if that velvet be green, green damask edged in silver will be lovely for the side curtains. Silver mercerized net would be nice for the glass curtains, with either Linnette or Stone Grey for the shades

The window at the right is a cheerful thing, isn't it? It would liven up even a dark room. Well, its effect is secured simply by the use of cretonne with a grey background and a brilliant design—with that and glass curtains of ivory net and a shade of Olive, Drab or Flax





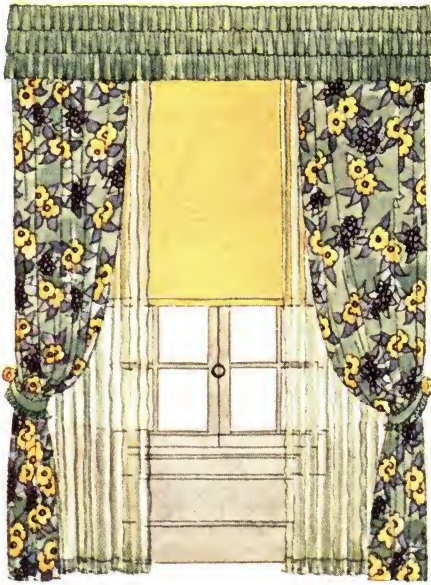
Above at the left is a pretty living room window. The curtains are of deep rose velvet, the valance of the same material embroidered in grey, old blue and gold. Glass rosettes to hold the curtains give an added charm as do the ecru case-curtains over the glass. Either a Woolworth, Dark Ivory or Flax shade may be used



For one's very own room, what window could be better than the one at the right above! Rose colored curtains with silk ruffles, a valance of the same material in a floral design, tie-backs of cord with tassels at the ends — of course a woman designed it. And with an eye for color she used a shade of Drab



You can get a wonderfully attractive dining room window effect with curtains of green silk strongly designed in black and grey. The curtains shown on the left are hung from a gold colored pole with glass rings. This is an effective design with a Flax, Light Ivory, or Mauve shade



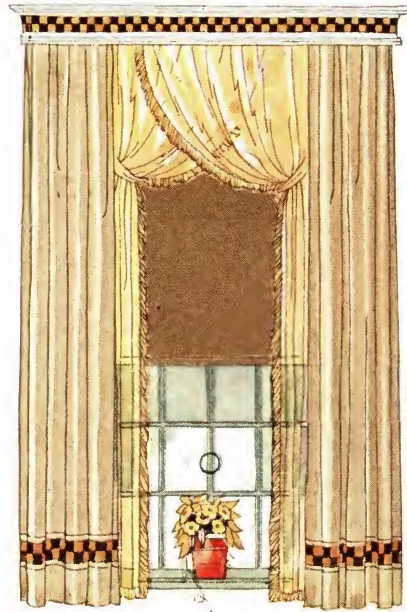
A quaint charm distinguishes the design directly above. It's for a colonial bedroom, of course. Over the side curtains of green figured glazed chintz is hung a clever valance of the same sort of material in plain color—rows of ruffles one on top of the other. The tiebacks are plain green chintz. A Dark Ivory or Brenlin Linen shade is suggested for this combination

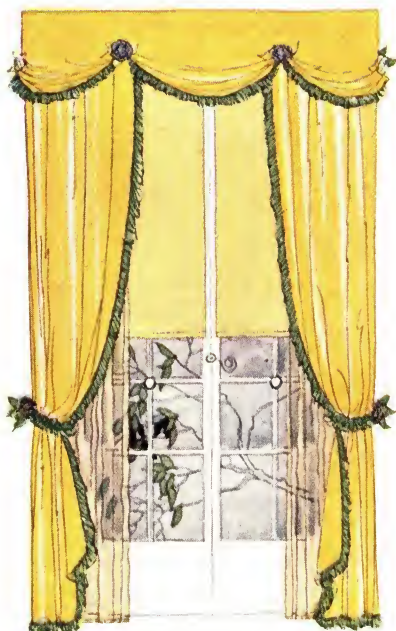


Quite "the thing" is the painted wood valance shown above to the right—especially in the more formal rooms such as dining rooms. Here the side curtains are of glazed chintz with a pale orange background and a large floral design. Ecru casement cloth is used for glass curtains and the shade is, correctly, Stone Grey



To the right is an attractive living or dining room scheme. The draperies are plain linen, with banding or cotton braid in orange and black. The glass curtains are orange net. A Bungalow or Stone Grey shade is especially suitable here





At the upper left is a beautiful living room design secured with side curtains of gold figured damask, and a valance of plain gold and blue antique satin, draped between rows of gold metal braid. The tassels give an effective touch. Mercerized net is used for the glass curtains and one has a choice of Linnette or French Grey for the window shade



For a formal living room the windows may well be treated as shown above to the right. Luxurious, certainly, are the grey green silk draperies with an amethyst satin band on the valance and side curtains. The glass curtains are of ivory or ecru casement cloth. The window shade is Light Ivory



To the left is an extremely attractive bedroom window. The valance is of plain yellow taffeta with a ruffle trimming of green or blue, likewise the side curtains. And notice how gracefully the little rosettes hold the curtains back. The correct tint for the window shade is Dark Ivory

BRENLIN SHADES HAVE NO "FILLING"—*they are made to wear*

You know, of course, how important it is to select window shades that will not crack or sag, that will not show ugly cracks and pinholes when exposed to the light.

In Brenlin you will find just such a shade. For Brenlin Window Shades are "unfilled". They are entirely different from the ordinary "filled" shade.

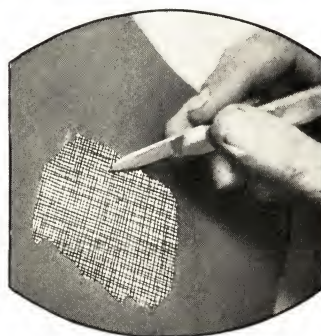
It will interest you to know just how the two types differ. The filled shade, first of all, is made of loosely woven muslin. The large spaces between the threads must be filled with chalk or clay to give the shade weight and smoothness. Even then the shade is not as smooth as it might be.

The filling used in making these shades naturally becomes hard and brittle after a little while. Just like school chalk, it crumbles easily. A little strain now and then loosens it. When the wind sucks and snaps the shade, this brittle filling works its way loose and falls out, leaving the shade itself wrinkled and full of small holes.

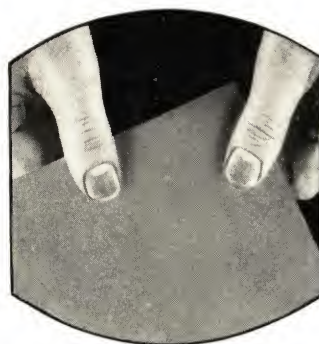
Brenlin Shades aren't made that way. The base of Brenlin is a *tightly woven* material, heavy enough in itself so that it doesn't have to be "weighted". Even when it is stretched to its limit this material has no wide spaces that must be filled. The tints are applied directly to the base and the finishing is done by hand for perfect smoothness.

As a result, Brenlin Shades, instead of being brittle are soft and supple. They always look smooth and graceful. Try the little experiment shown on this page. Just scratch the flimsy material of an ordinary shade and notice the tiny particles of filling that fall out. Then compare it with the tightly woven material in Brenlin.

You will be surprised at the difference. And you'll be able to see why a filled shade soon loses its shape and develops pinholes and why Brenlin Shades can give two to three times as long wear as the common shade.



Scratch a piece of ordinary window shade material lightly. You will notice that tiny particles fall out—the filling of chalk or clay. Brenlin material is so closely woven that it needs no filling and it has none. It outwears several ordinary shades



For beauty of appearance, long wear, and smooth operation, every yard of Brenlin is hand finished by experts

ALWAYS SMOOTH AND STRAIGHT

—and Brenlin really shades

Before the day of Brenlin "Unfilled" Shades, the choice of shades was limited to the ordinary opaque shade with its filling of chalk or clay and the Holland shade. The common opaque shade, as you already know, is undesirable because of the filling.

This objection does not apply to the Holland type of shade, but the Holland is a much lighter material than Brenlin. Lacking "body" it is apt to sag and wrinkle and it cannot, of course, give as much protection from the sun in daytime or be as effective against shadows at night as the heavier, unfilled Brenlin.

Brenlin is supple, not stiff; yet it is always smooth and straight. In the daytime, the neutral tints of a Brenlin Shade let in a soft restful light—not a glare of sunlight that will fade your furnishings. In the darker tones, Brenlin excludes the light entirely; and because it does not show shadows, it gives complete privacy at night.

Chosen for its beauty and economy

In thousands of the finest homes you will find Brenlin in the windows—there because of its unmatched beauty. It is chosen for its wonderful lasting finish, its delightful tints.



But in other homes where cost must be reckoned with; in huge skyscrapers where shrewd business men are looking for economy, Brenlin is chosen for another reason as well—it offers genuine opportunity to save money. These people have found that anything less than Brenlin is really false economy.

You will find that the few extra cents you pay for a Brenlin Window Shade in the beginning will make it the cheapest shade you can buy. And so, whether you buy your shades for beauty alone or whether you consider economy as well—you will be sure to find real satisfaction in beautiful long-wearing Brenlin.

SUN WON'T FADE BRENLIN —WATER WON'T SPOT IT!

Haven't you often seen a new shade faded and streaked as if it were many months old? Sun and water have had their effect. And you know what an eyesore such a shade, hung such a short while before, is in the room—how it spoils the appearance of everything else and kills the harmony of decoration.

With Brenlin Shades this sort of thing does not happen. In the same way that Brenlin Shades keep their fine shape and smoothness, they retain their original colors.

The sun cannot dim the beauty of Brenlin even in its soft, lovely tints. Not only this, but even water cannot spot it.

These Brenlin qualities, so desirable and so unusual, are the result of extra expenditure for the finest coloring pigments and extreme care in their application.



*Sun cannot dim the beauty of Brenlin
—water cannot spot it*

Sudden strains—where Brenlin stands the test



Shades must stand such unexpected strains as this. Brenlin will

No window shade, of course, should be subjected to heavy strains when they can be avoided. Nor will any shade, as you know, stand continual abuse of the sort shown here. But sometimes, even though you take the greatest care of your shades, such strains will occur—and then, of all times, comes the real test of the quality of the shades.

Then, more than at any time, you will appreciate a shade that is made to stand up under usage, a shade that is made to *wear*. And then, especially, you'll be delighted with Brenlin. You'll know why Brenlin Shades are superior to other shades.

For Brenlin Window Shades, made without filling, can stand these tests. They are built *to last*. They will *keep* your windows beautiful and afford you true economy.

A REAL TRIBUTE TO BRENLIN

In great public buildings, schools, libraries; in hospitals and skyscraper office buildings—nowhere do shades get harder use than in these places where they are jerked down and snapped up by people who care little whether they last a long time or not!

Yet in these buildings, where draperies are undesirable, the shade alone is the window decoration. There are no curtains to conceal them even in part. If strain brings out hidden weaknesses, if jerks and pulls cause cracks or wrinkles, if the shade fades, the defects are conspicuous from within and without.

And so the choice of shades for these buildings is a serious business. Severe and thorough tests determine the selection. That Brenlin has been the choice in thousands of the great and beautiful buildings of America as well as in many abroad, is indeed a tribute to its excellence.

A few of the many fine buildings in which you will find Brenlin Shades are:



*Union Central Building, Cincinnati, Ohio.
Thirty-four stories high. Shaded with Brenlin
by Alms & Doepke Co., Cincinnati, Ohio*

Cincinnati General Hospital (3600 windows)
Government Aviation School Buildings of Pensacola, Florida
State Buildings of Ohio supervised by Ohio Board of Administration
French Lick Springs Hotel, French Lick, Indiana
Hotel Rosslyn, Los Angeles, California
Blackstone Hotel, Omaha, Nebraska
High School, Niles, Ohio
Government Buildings, Panama Canal
Imperial University of China, Tientsin
Carney Hall, Pittsburg Manual Training Normal School, Pittsburg, Kansas
Samoset Chocolate Co., Boston, Mass.
East Side High School, Cincinnati, Ohio
Colorado National Bank, Denver, Colorado
Hamilton County Court House, Cincinnati, Ohio
Queen's College for Women, Charlotte, N.C.

The Home Savings & Loan Bldg. Co., Youngstown, Ohio
Michigan Central Railroad Station, Detroit, Mich.
Y. M. C. A. Building, Ottumwa, Iowa
Pennsylvania State Hospital Buildings, Hamburg, Pennsylvania
Ottumwa High School, Ottumwa, Iowa
Suwannee Hotel, St. Petersburg, Florida
Montgomery National Bank, Montgomery, West Virginia
St. Mary's School, Mount Angel, Oregon
Soreno Hotel, St. Petersburg, Florida
Oklahoma City College, Oklahoma City, Oklahoma
John Sealy Hospital, Galveston, Texas
Kankakee County Court House, Kankakee, Illinois
Coquille Hotel, Coquille, Oregon
Residence Bebe Daniels, Los Angeles, California

SHOULD YOU BUY BRENLIN? READ THESE TESTIMONIALS

Knightstown, Ind.

THE CHAS. W. BRENEMAN COMPANY,
Cincinnati, Ohio

Sirs: Our Brenlin Shades have been in constant use for twenty-four (24) years and while they are not worn out they are so soiled and smoky looking we think we need new ones. Where can I buy Brenlin?

Yours respectfully, MRS. W. S. G.

Evansville, Ind.

THE CHAS. W. BRENEMAN CO., INC.,
Cincinnati, Ohio

Gentlemen: One of the reasons for our busy shade room is the fact that only "Unfilled Brenlin" cloth is sold by us. Why exclusive? In Brenlin we find the combination of wearing qualifications and uniformity of color which automatically avoids shade trouble and adjustments.

Yours very truly, THE WM. E. FRENCH CO., By C. F. BASLER

Winter Haven, Fla.

THE CHAS. W. BRENEMAN CO.,
Cincinnati, Ohio

Dear Sirs: Please send me your booklet on Brenlin Shades. About five or six years ago, I purchased Brenlin shades for my entire house, and they have certainly given the best of service. Now that I have enlarged my house, I have only to purchase for the additional windows, the old ones being almost as good as new, having faded so slightly as not to be noticeable and being free from cracks, which is quite remarkable in this windy country. Thanking you for the booklet, by return mail, I am

Yours very sincerely, MRS. A. M. JARVIS

Vincennes, Ind.

THE CHAS. W. BRENEMAN CO.,
Cincinnati, Ohio

Dear Sirs: Three years ago we put Brenlin blinds at all upstairs windows, casement windows opening out, with inside screens. Unexpected showers, shades beaten against the screens by the wind, hot sun—ordinary shades would have been in rags. Brenlin is standing the severest tests.

We must put blinds and curtains at downstairs windows, and I am asking for your booklet "How to Shade and Decorate Your Windows".

Yours truly, MRS. R. A. SIMPSON

HOW TO ORDER BRENLIN SHADES FOR YOUR HOME



You are almost sure to find Brenlin Window Shades in one or more of the best stores selling window shades in your city. Go and see the many different Brenlin colors from which you may choose. And if you have any questions on shades or other decorating materials, you will find the Brenlin dealer's service both helpful and cordial.

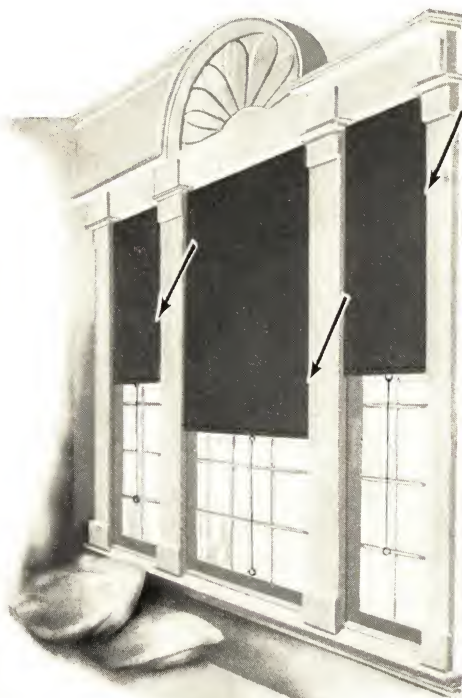
If, however, no dealer near you has Brenlin, just send us the name of some good dealer and we will see that your windows are measured and you are supplied with Brenlin.

If there is no dealer in your city and you would like us to supply you direct, write us and we will gladly send you diagram instructions for measuring your windows and samples of the various tints. Then we will make your shades for you in any colors you desire.



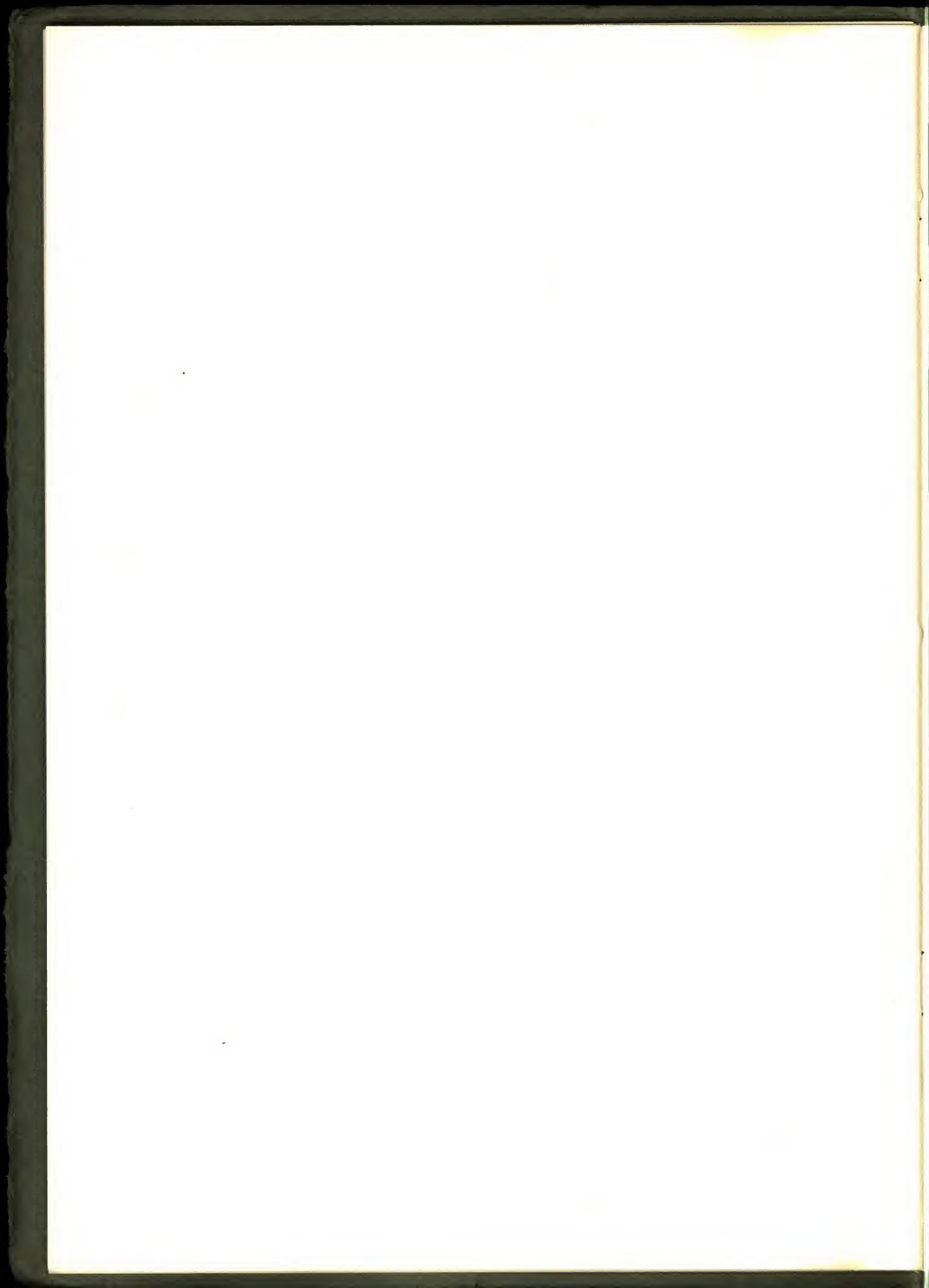
*The name Brenlin—
where the arrows point*

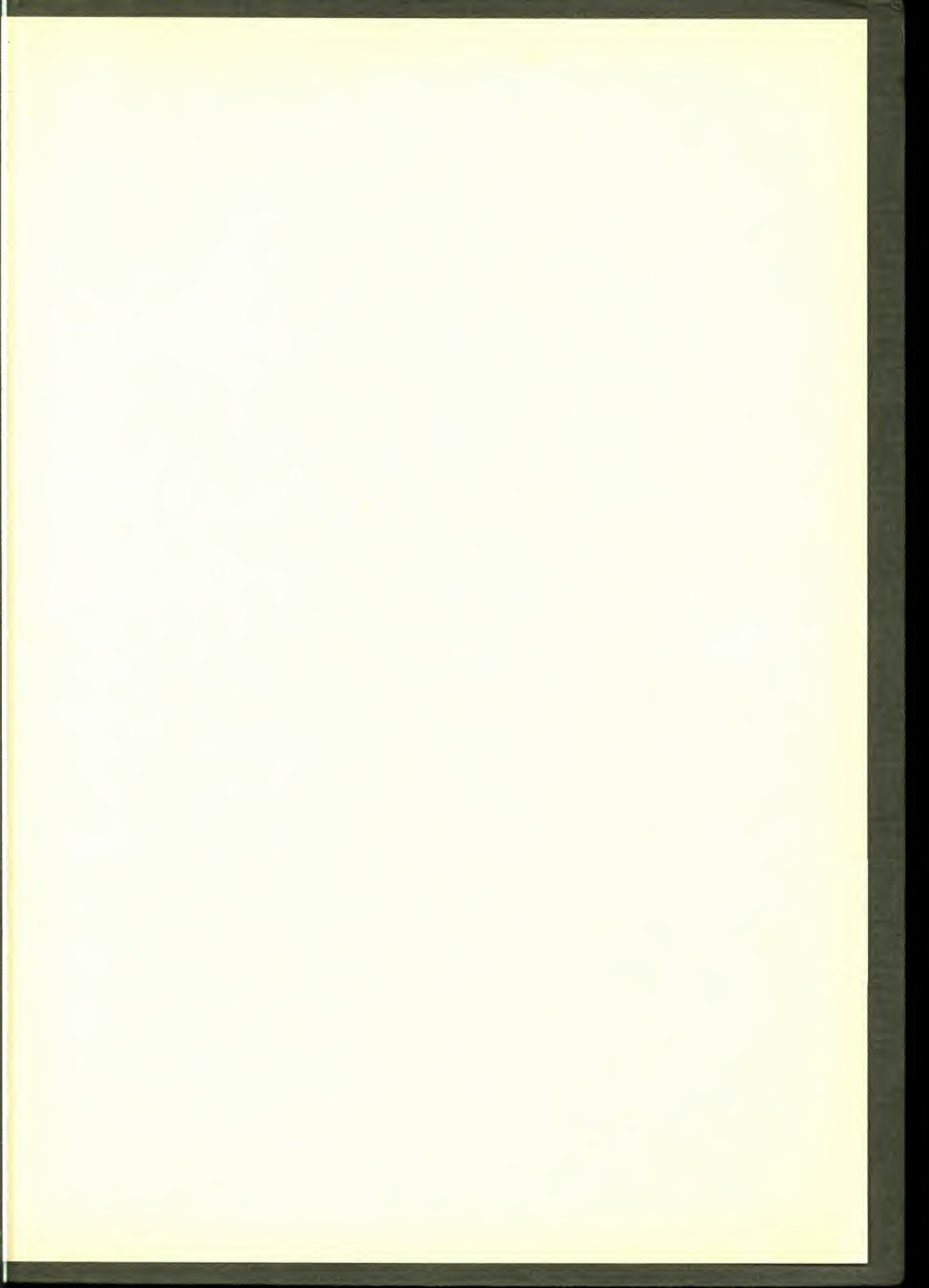
You'll find the name BRENLIN perforated or embossed along the edge of every yard of this famous shade cloth. You must hold the shade within reading distance of the eye to see the trade mark. Look for it when you buy and when your shades are hung. It is your assurance of the utmost in shade beauty and economy.



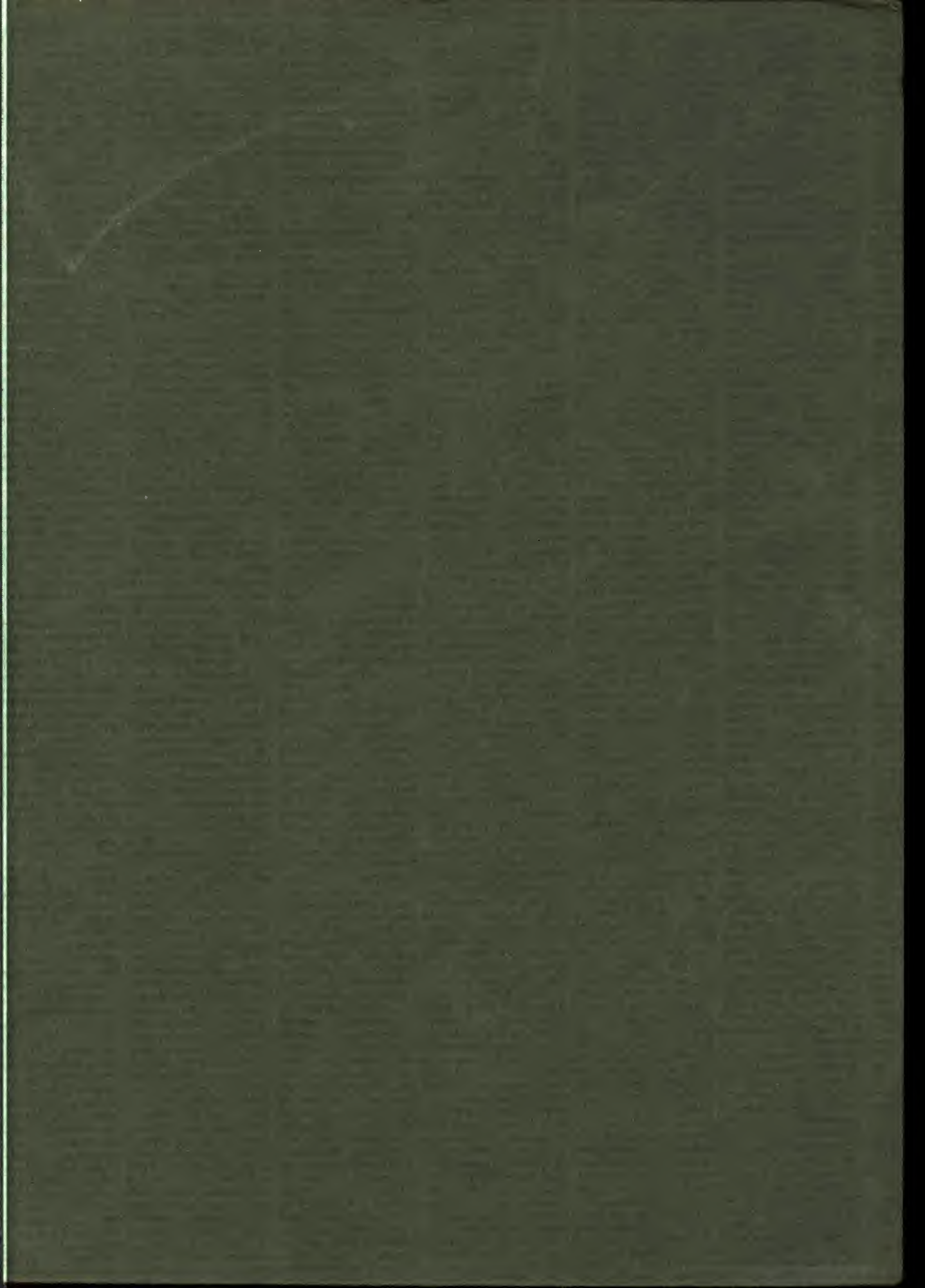
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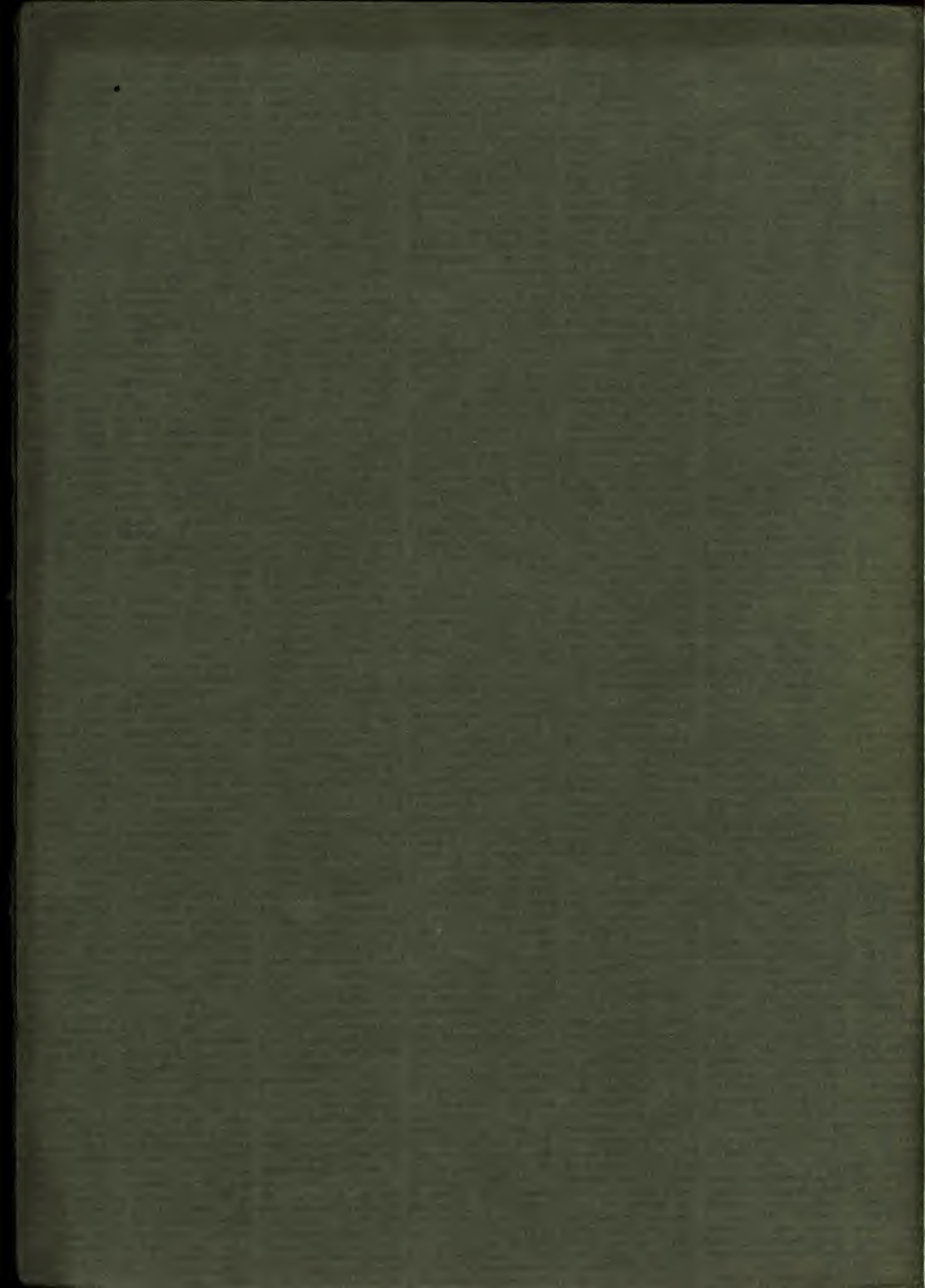
Price Twenty-five Cents











**Brenlin Stripes
Cafe**

**Brenlin Piqué
Tortoise**

**Brenlin Piqué
Blonde**

**Brenlin Piqué
Topaz**

**Brenlin Piqué
Mayfair**

**Brenlin Stripes
Harmony**

**Brenlin Piqué
Dusk**

**Brenlin Stripes
Norman**

**Brenlin Piqué
Fallow**

Color Suntan

**Washable
Brenlin Cambric**

BEIGE

Brenlin Pique'